

SETTING UP A BING PLACES FOR BUSINESS

A step-by-step guide to help capture local search traffic on the world's second-most-used search engine.

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A-LINE's Guide to Bing Places for Businesses

Too often, we talk about Google and all its glory, forgetting the significant role that other search engines play in the role of online presence.

In fact, Bing is the second highest used search engine with over 2.5 billion monthly searches and accounting for up to 18% of online searches.

To help businesses with local marketing, Bing's Places for Local Businesses is a portal to helping customers know who you are, where to find you, and even if you're open during at the hour they search.

Research has found that Bing generates local results more often than Google. This means that our beloved local brands have even more to win by making sure they show up in searches through the engine.

So what are you waiting for?

Claim your Bing Places for Business Profile Today!

To help our friends and fellow Spartanburg businesses, we've put together this simple guide with a step-by-step explanation of how to claim your Bing profile – and, as a result, increase your local searchability in just a few minutes.

2.5 billion searches take place on Bing each month.

Up to 18% of all online searches take place on Bing .

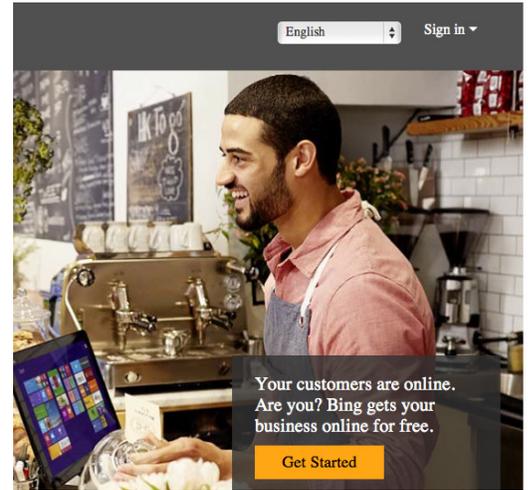
What should you do about it?



1. Get Started

The first step is always the easiest.

Simply visit www.bingplaces.com and click on the "Get Started" button on the homepage.



2. Claim Your Existing Business or Add a New Listing.

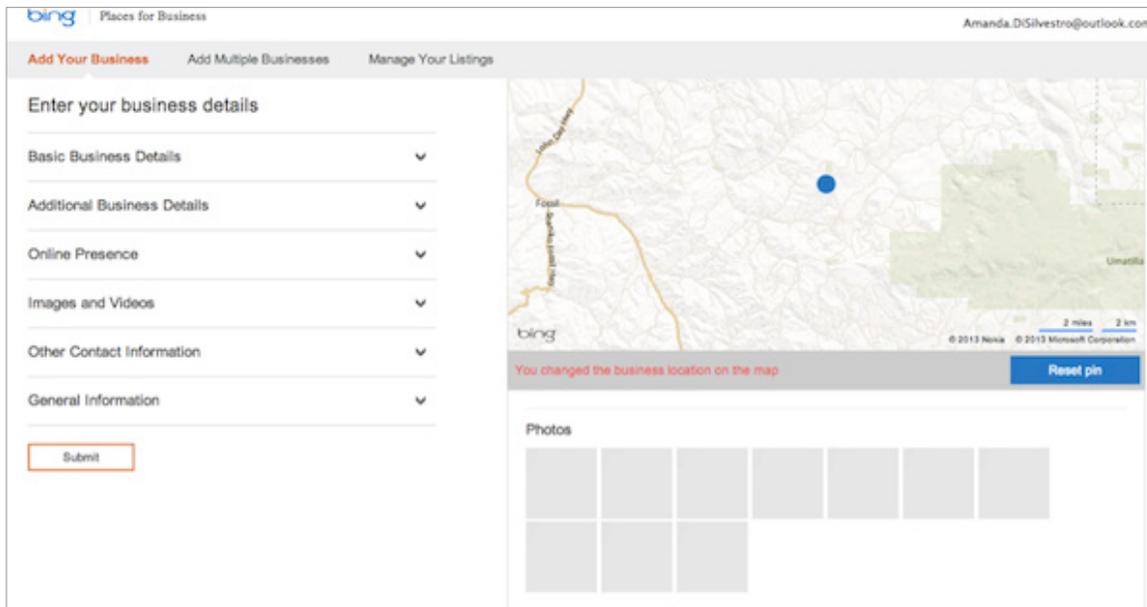
Type in either your phone number or business name and location and hit "search." If nothing appears, it will ask you to edit your search or click "add new business."

A screenshot of the Bing Places for Business website. The page has a header with the 'bing' logo and 'Places for Business' text, and a 'Sign in' link in the top right. Below the header is a section titled 'Add Your Business'. It contains a form with the following fields: 'business name and location.' (with a dropdown menu showing 'United States (U.S.A.)'), '6305182946' (with a 'Phone Number' label), 'OR', 'Business Name', and 'Location'. Below these fields is a note: 'Please specify a Zip Code or a combination of City, State and Zip Code' and a 'Search' button. Underneath the search button, it says 'We found no businesses with the given information' and provides instructions: 'If the search results do not show your business, try searching again with different parameters, or click "Add New Business" to create a new listing.' At the bottom of the form is an 'Add New Business' button. To the right of the form is a map titled 'Business Locations' showing North America. The map includes a compass, a 'Road' mode indicator, and a scale bar showing 1000 feet and 3000 km. The map is labeled 'NORTH AMERICA' and 'SOUTH'. At the bottom of the map, it says '© 2013 Nokia - HERE and Microsoft Corporation'.

3. Add Your Business (and its Details, too!)

If you don't have a Microsoft account (anything you use to sign in to Hotmail, SkyDrive, or Xbox LIVE) you will first need to create one at www.login.live.com

Once you're logged in, you can start adding your business details including category, specialties, links to websites, images, contact information, hours of operation and more.



The screenshot shows the 'Add Your Business' form in the Bing Places for Business interface. The form is titled 'Enter your business details' and includes several sections: 'Basic Business Details', 'Additional Business Details', 'Online Presence', 'Images and Videos', 'Other Contact Information', and 'General Information'. Each section has a dropdown arrow. A 'Submit' button is located at the bottom left of the form. To the right of the form is a map showing a location with a blue pin. Below the map, there is a notification that says 'You changed the business location on the map' and a 'Reset pin' button. Below the map is a 'Photos' section with a grid of placeholder images.

4. Verify to Go Live.

After you fill in all of the details and hit "submit" Bing will ask you to verify your business and will then send you a verification PIN at your physical address. Once you request your PIN, you'll receive a mailer in 3 to 5 days.

When you get your PIN, log back into your profile, enter the code and you're live!

*Research has  shown that businesses with Bing profiles show up more often in mobile searches during operating hours. That's what we call doing the local guys a solid.

5. Manage Your Listing(s)

Just like any profile online, it's important to keep your Bing Local Profile updated and accurate. At any time you can click on "Manage Your Listings" to update contact information, include new locations or branches, change your operating hours and more. Bonus points for Bing making managing multiple locations more seamlessly than some other local listing services.

Always remember that search engine local profiles work much better at driving traffic if they are consistent across the web including sites like Yelp!, Google Places, YellowPages, and more. Local directory spiders pull business information from everywhere and even a slight variation in an address or phone number can create multiple listings for your business, and cause confusion for customers.

Keep your profile updated and keep capturing leads from Bing on a regular basis!

 *Your Bing information should be the same in all profiles across the web. Even slight variations in information can create multiple listings for your organization.

Do More with A-LINE.

With these easy steps, you're on your way to helping your local Search Engine Optimization on Bing.

If you're ready to dig deeper, [contact A-LINE](#) and we'll be happy to develop a custom local SEO plan for you to increase brand awareness, attract fans and track your efforts in growing your Upstate traffic on the world wide web.

About A-LINE Interactive

A-LINE Interactive helps brands create and maintain successful web presences. We are dedicated to elevating the online presence of businesses and organizations in Spartanburg, SC – the community we call home.

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